

Moving the Middle ~Empowering rural land managers to act in complex landscapes ~

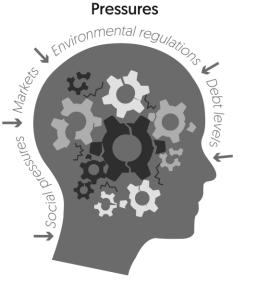
Suzie Greenhalgh

PINZ 2024

Moving the Middle

Goal: To give land managers greater confidence & agency to voluntarily improve their environmental performance

By **identifying & using leverage points for change** in systems affecting land manager decisions

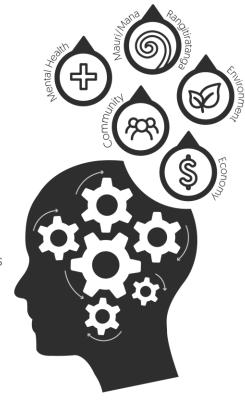


Now

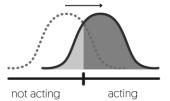
acting

not acting

MOVING THE MIDDLE Narratives Change agents Policy Investments



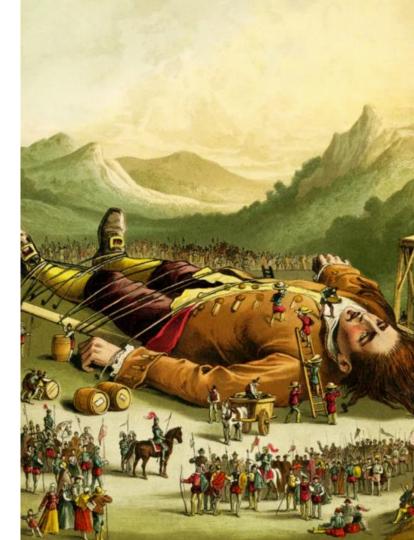
After "Moving the Middle"

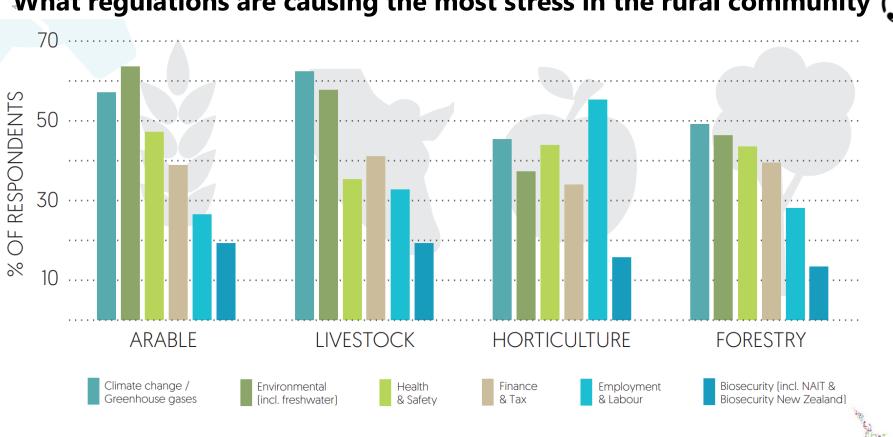


Emerging challenges from the systems that surround farmers

- Too much information
- Contradictions & conflicts
- Context differs between farmers & places
- We are already making changes
- Regulation by numbers
- Everything, everywhere, all at once (cumulative effects)
- Focus is too narrow

For more info: VallanceS@landcareresearch.co.nz



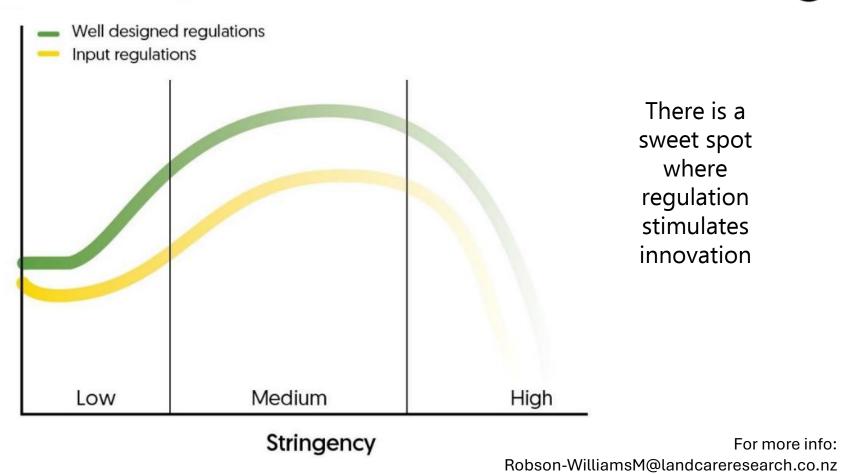


What regulations are causing the most stress in the rural community

For more info: BrownP@landcareresearch.co.nz

Rural Decision Makers SUR / EY

Regulation and innovation



For more info:

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Farmers & advice

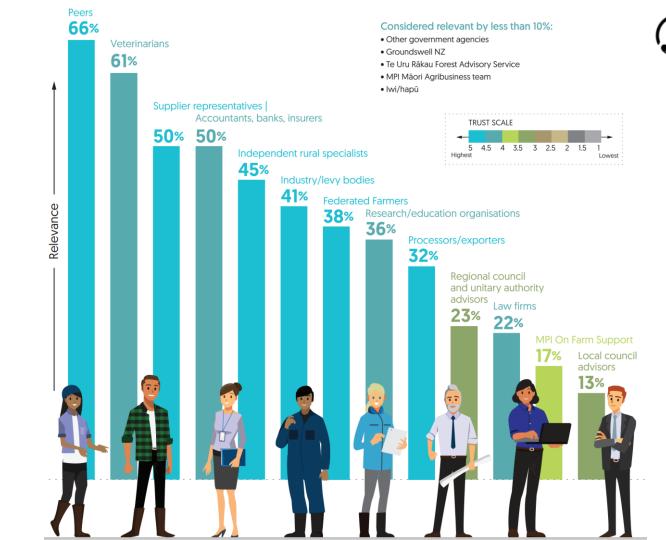
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• Farmers are no longer recipients of advice and information

• They are curators who are identifying their needs, seeking advice, weighing up the advice & deciding which way to go

Question is who do farmers trust when considering which advice to take more seriously

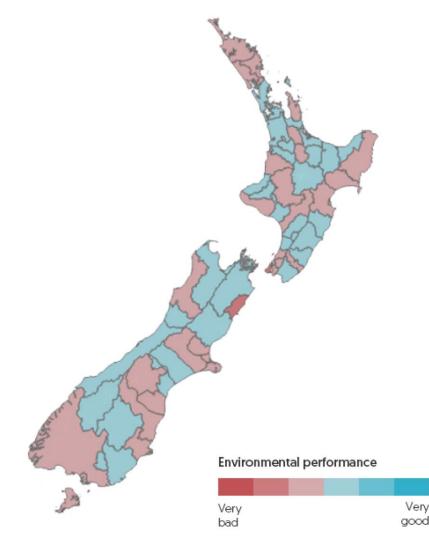
For more info: KirkN@landcarersearch.co.nz Trusted & relevant sources of advice (in 2023)



Rural Decision Makers

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For more info: BrownP@ landcareresearch.co.nz

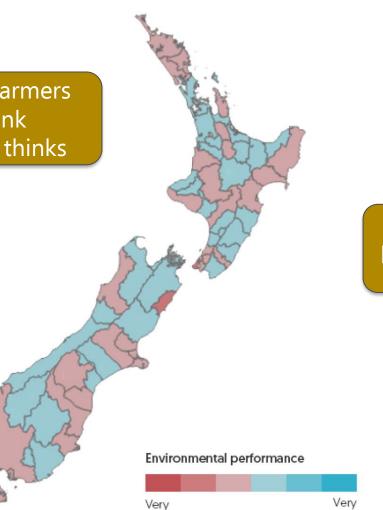


How do you think the NZ public would describe the overall environmental performance of farms, forests, growing operations, and lifestyle blocks in your area?

For more info: BrownP@landcareresearch.co.nz



What farmers think public thinks



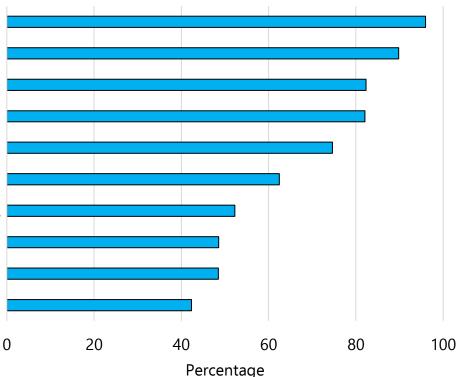
bad

good

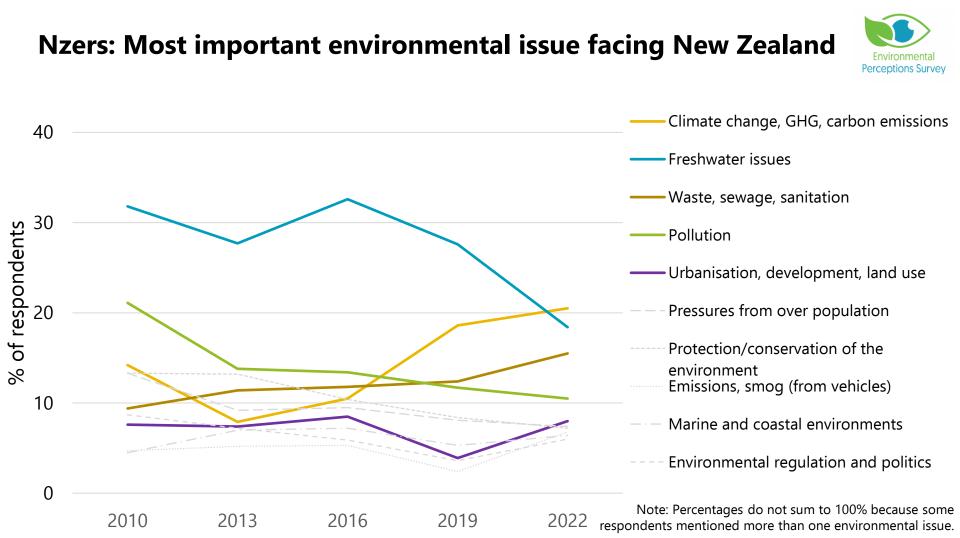
% of respondents who said 'very good' or 'good Northland N 0-10% 41.6 10-20% 20-30% 30-40% Auckland 40-50% 50-60% Waikato Bay of Plenty 60-70% 42.5 70-80% 39.7 80-90% 15.1 Taranaki 90-100% Gisborne 45.1 50 42.7 What the Hawke's Bay Nelson public actually Tasman Manawatu-Whanganui 31.1 46.5 thinks 61.7 42.1 37.2 Wairarapa Marlborough West Coast Canterbury 36.8 Southland 32 Otago 45.8 For more info: Environmental BoothP@landcareresearch.co.nz Perceptions Survey

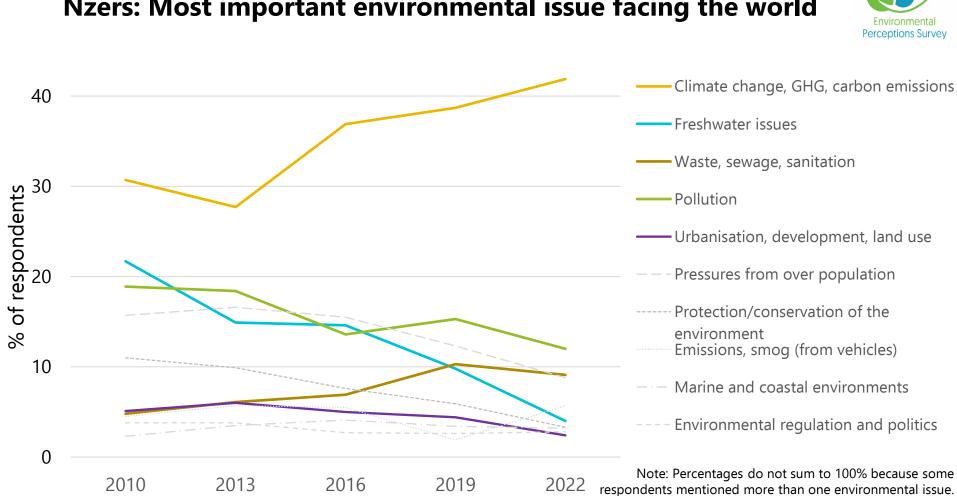
Top 10 attributes that the public thinks make a 'good farmer'

Looks after their farm staff in an equitable way Complies with biosecurity requirements Manages the farm in an ethical way Cares for the welfare of their stock Manages the farm in an environmentally friendly way Is profitable Uses Regional council or industry-developed good... Produces high-value end products Has a farm management plan Reduces chemical inputs where possible



For more info: EdwardsP@landcareresearch.co.nz



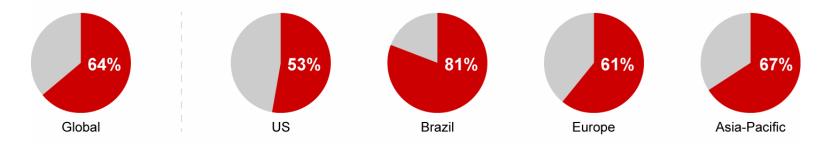


Nzers: Most important environmental issue facing the world

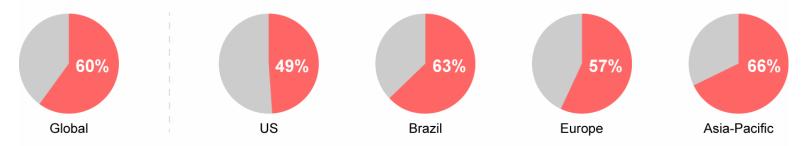


Global consumers: Concern about environmental sustainability

Percentage of consumers who are very or extremely concerned about environmental sustainability



Percentage of consumers whose climate change concerns have intensified over the last 2 years



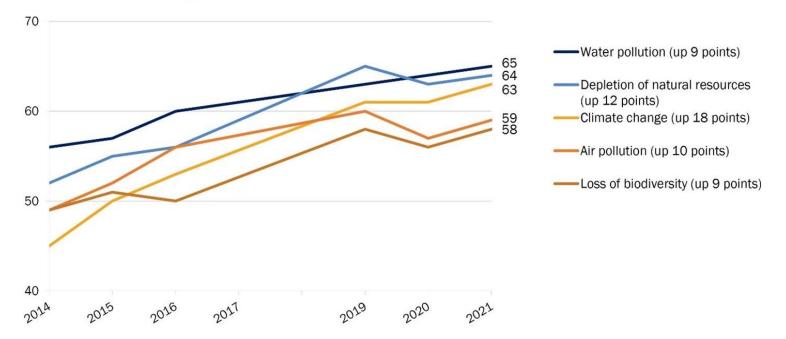
Source: Bain Consumer Lab ESG Survey, June 2023 (n=23,374), including US, Brazil (reweighted by income and region), Europe (France, Germany, Italy, Netherlands, UK), and Asia-Pacific (China, India, Indonesia, Japan)

Global consumers: Perceptions of environment problems



Seriousness of Environmental Problems

"Very Serious," Average of 17 Markets,* 2014–2021



*Includes Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, UK, and USA Not asked in all Markets in all years. Before 2019 this question was asked using an in-person and telephone methodology.

Source: GlobalScan Healthy & Sustainable Living Consumer Report 2021

Some major global food companies with net-zero carbon targets





LINDT & SPRÜNGL

Kraft*Heinz*





















MARS



Fonterra

Meeting NZ & global consumer environmental expectations is...

not just about the leading farmers

Moving the 'Middle' farmers

Thanks Suzie Greenhalgh

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